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Recommended Citation

"New View of Campus" (2011). *News Releases*. 854.
https://ecommons.udayton.edu/news_rls/854

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New View of Campus

09.01.2011 | Campus and Community "You're here about 1,370 days. Spend them wisely."

That catchy headline — combined with vibrant photography — introduces prospective students to campus life. It's just one vignette on the University's newly redesigned website. In all, 3,300 pages launched in August as part of the first phase of the redesign.

A team of writers, editors and web developers worked with 160over90, the University's marketing agency, on the fresh, contemporary design that will prominently use tweets, Facebook postings and other social media on the home page to engage prospective students and alumni with the University. The site also features more intuitive navigation, larger photography and illustrations, stronger storytelling about UD's Catholic, Marianist mission and a feedback tab that allows visitors to offer suggestions.

"The University of Dayton continues to be a leader in harnessing technology to create innovative and engaging ways of communicating with its various audiences, and the new main website is no exception," said Brian Tennyson, director of interactive at 160over90.

"At the onset of the project, we were looking to responsibly push web design and user experience further than most university sites are able to. As a team, we explored numerous possibilities, which resulted in a user-friendly, streamlined approach. We organized the massive amount of content typical of these sites into an easy-to-navigate experience. When it came time for the University's web team to take the reins, they executed the site at a level that not only maintains a high level of user experience, but also gives the University the ability to maintain and update the site over time to keep it fresh and relevant."

Faculty and staff are encouraged to use the feedback icon to offer suggestions as the University's web implementation team continues to migrate web pages to the new design templates and train campus users on a new, easier content management system. Questions about phase two of the project can be emailed to webservices@notes.udayton.edu.

The new website is part of a comprehensive branding campaign that began four years ago with a redesigned viewbook. The agency and staff have methodically and creatively carried the branding over into all areas of campus — from the Campaign for the University of Dayton case statement and alumni magazine to a nationally televised commercial and iPad viewbook. As part of the brand, virtually all major communication and marketing pieces have been redesigned and feature consistent and impactful use of typography, optimistic colors, strong photography, distinctive illustrations and clever copywriting. An online brand guide (www.udayton.edu/brand (url: <http://campus.udayton.edu/brand/>)) is available to help departments produce print and electronic pieces that reinforce the University's identity.

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